

**Remit Address:**

**WBAY**  
**PO Box 743299**  
**Atlanta, GA 30384**  
**Main: (920) 432-3331**  
**Billing:**

**Billing Address:**

**Strategic Media Services**  
**Attention: Accounts Payable**  
**1911 North Fort Myer Drive**  
**Suite 400**  
**Arlington, VA 22209**  
**USA**

# INVOICE

Advertiser	POL/Gallagher for Wisconsin
Product	GALLAGHER FOR WISC
Estimate Number	1630

<b>Invoice #</b>	<b>931446-1</b>
Invoice Date	09/25/16
Invoice Month	September 2016
Invoice Period	08/29/16 - 09/20/16

Property	WBAY
Account Executive	HRP Philadelphia
Sales Office	HRP/Philadelphia
Sales Region	National

Order #	931446
Alt Order #	08367670
Deal #	
Order Flight	09/14/16 - 09/20/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Agency Code	9912521
Advertiser Code	94
Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
1	WBAY	Action 2 News 10pm	10-1035p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	10:17 PM	MGTV091201H	\$715.00		1
2	WBAY	Jimmy Kimmel	1035-1136p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	10:58 PM	MGTV091201H	\$250.00		1
3	WBAY	Nightline	1137p-1207a		09/12/16 to 09/18/16	2x	----2--				
	WBAY			F	09/16/16	:30	11:39 PM	MGTV091201H	\$35.00		2
	WBAY			F	09/16/16	:30	12:03 AM	MGTV091201H	\$35.00		1
4	WBAY	Action 2 News 12n	12-1230p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	12:19 PM	MGTV091201H	\$190.00		1
5	WBAY	Dr Phil	3-4p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	3:31 PM	MGTV091201H	\$190.00		1
6	WBAY	Action 2 News 4pm	4-430p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	4:10 PM	MGTV091201H	\$285.00		1
7	WBAY	Action 2 News 5pm	5-530p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	5:12 PM	MGTV091201H	\$525.00		1
8	WBAY	Action 2 News 6pm	6-630p		09/12/16 to 09/18/16	1x	----1--				
	WBAY			F	09/16/16	:30	6:24 PM	MGTV091201H	\$600.00		1
9	WBAY	GMA 7a	7-8a		09/12/16 to 09/18/16	2x	----2--				
	WBAY			F	09/16/16	:30	7:24 AM	MGTV091201H	\$375.00		2
	WBAY			F	09/16/16	:30	7:54 AM	MGTV091201H	\$375.00		1

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Account Executive	HRP Philadelphia
Sales Office	HRP/Philadelphia
Sales Region	National

Order #	931446
Alt Order #	08367670
Deal #	
Order Flight	09/14/16 - 09/20/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Agency Code	9912521
Advertiser Code	94
Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
9	WBAY	GMA 7a	7-8a								
10	WBAY	GMA 8a	8-9a								
					09/12/16 to 09/18/16	2x	----2--				
	WBAY			F	09/16/16	:30	8:39 AM	MGTV091201H	\$270.00		2
	WBAY			F	09/16/16	:30	8:59 AM	MGTV091201H	\$270.00		1
11	WBAY	Action 2 News 10pm	10-1035p								
					09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	10:11 PM	MGTV091201H	\$800.00		1
12	WBAY	Jimmy Kimmel	1035-1136p								
					09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	11:02 PM	MGTV091201H	\$200.00		1
13	WBAY	Nightline	1137p-1207a								
					09/19/16 to 09/25/16	2x	2-----				
	WBAY			M	09/19/16	:30	11:39 PM	MGTV091201H	\$35.00		2
	WBAY			M	09/19/16	:30	12:02 AM	MGTV091201H	\$35.00		1
14	WBAY	Action 2 News 12n	12-1230p								
					09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	12:20 PM	MGTV091201H	\$225.00		1
15	WBAY	Dr Phil	3-4p								
					09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	3:23 PM	MGTV091201H	\$120.00		1
16	WBAY	Action 2 News 4pm	4-430p								
					09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	4:17 PM	MGTV091201H	\$210.00		1
17	WBAY	Action 2 News 5pm	5-530p								
					09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	5:10 PM	MGTV091201H	\$685.00		1
18	WBAY	Action 2 News 6pm	6-630p								

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Sales Region	National

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Agency Code	9912521
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Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
18	WBAY	Action 2 News 6pm	6-630p		09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	6:09 PM	MGTV091201H	\$750.00		1
19	WBAY	GMA 7a	7-8a		09/19/16 to 09/25/16	2x	2-----				
	WBAY			M	09/19/16	:30	7:38 AM	MGTV091201H	\$500.00		1
	WBAY			M	09/19/16	:30	7:59 AM	MGTV091201H	\$500.00		2
20	WBAY	DWTS	7-9p		09/19/16 to 09/25/16	1x	1-----				
	WBAY			M	09/19/16	:30	8:14 PM	MGTV091201H	\$1,040.00		1
21	WBAY	GMA 8a	8-9a		09/19/16 to 09/25/16	2x	2-----				
	WBAY			M	09/19/16	:30	8:43 AM	MGTV091201H	\$280.00		2
	WBAY			M	09/19/16	:30	8:55 AM	MGTV091201H	\$280.00		1
22	WBAY	Sa Action 2 News Late run	Sa Action 2 News La		09/12/16 to 09/18/16	1x	-----1-				
	WBAY			Sa	09/17/16	:30	10:38 PM	MGTV091201H	\$175.00		1
23	WBAY	ABC College Ftbl Game 1	ABC College Ftbl Ga		09/12/16 to 09/18/16	1x	-----1-				
	WBAY			Sa	09/17/16	:30	1:02 PM	MGTV091201H	\$230.00		1
24	WBAY	ABC College Ftbl Game 2	ABC College Ftbl Ga		09/12/16 to 09/18/16	1x	-----1-				
	WBAY			Sa	09/17/16	:30	4:22 PM	MGTV091201H	\$295.00		1
25	WBAY	Action 2 News Sat 6pm	6-630p		09/12/16 to 09/18/16	1x	-----1-				
	WBAY			Sa	09/17/16	:30	6:40 PM	MGTV091201H	\$215.00		1
				Sports ran late							
26	WBAY	Action 2 News Sat 6am	6-7a		09/12/16 to 09/18/16	1x	-----1-				

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Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
26	WBAY	Action 2 News Sat 6am	6-7a								
	WBAY			Sa	09/17/16	:30	6:23 AM	MGTV091201H	\$160.00		1
27	WBAY	ABC College Football Prime	ABC College Football								
				09/12/16 to 09/18/16	1x	-----1-					
	WBAY			Sa	09/17/16	:30	8:56 PM	MGTV091201H	\$295.00		1
28	WBAY	GMA Sa	7-8a								
				09/12/16 to 09/18/16	2x	-----2-					
	WBAY			Sa	09/17/16	:30	7:29 AM	MGTV091201H	\$390.00		1
	WBAY			Sa	09/17/16	:30	7:52 AM	MGTV091201H	\$390.00		2
29	WBAY	Action 2 News Sat 8am	8-9a								
				09/12/16 to 09/18/16	2x	-----2-					
	WBAY			Sa	09/17/16	:30	8:16 AM	MGTV091201H	\$265.00		2
	WBAY			Sa	09/17/16	:30	8:46 AM	MGTV091201H	\$265.00		1
30	WBAY	Action 2 News Sun 10pm	10-1035p								
				09/12/16 to 09/18/16	1x	-----1					
	WBAY			Su	09/18/16	:30	10:18 PM	MGTV091201H	\$450.00		1
31	WBAY	Action 2 News Sun 530pm	530-6p								
				09/12/16 to 09/18/16	1x	-----1					
	WBAY			Su	09/18/16	:30	5:38 PM	MGTV091201H	\$410.00		1
32	WBAY	Action 2 News Sun 6am	6-7a								
				09/12/16 to 09/18/16	1x	-----1					
	WBAY			Su	09/18/16	:30	6:17 AM	MGTV091201H	\$175.00		1
33	WBAY	GMA Su	7-8a								
				09/12/16 to 09/18/16	2x	-----2					
	WBAY			Su	09/18/16	:30	7:29 AM	MGTV091201H	\$340.00		2
	WBAY			Su	09/18/16	:30	7:41 AM	MGTV091201H	\$340.00		1
34	WBAY	Action 2 News Sun 8am	8-9a								
				09/12/16 to 09/18/16	1x	-----1					
	WBAY			Su	09/18/16	:30	8:25 AM	MGTV091201H	\$225.00		1

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
35	WBAY	This Week	9-10a								
					09/12/16 to 09/18/16	1x	-----1				
	WBAY			Su	09/18/16	:30	9:59 AM	MGTV091201H	\$145.00		1
36	WBAY	Action 2 News 10pm	10-1035p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	10:23 PM	MGTV091201H	\$715.00		1
37	WBAY	Jimmy Kimmel	1035-1136p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	10:50 PM	MGTV091201H	\$250.00		1
38	WBAY	Nightline	1137p-1207a								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	12:03 AM	MGTV091201H	\$35.00		1
39	WBAY	Action 2 News 12n	12-1230p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	12:26 PM	MGTV091201H	\$190.00		1
40	WBAY	Dr Phil	3-4p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	3:24 PM	MGTV091201H	\$190.00		1
41	WBAY	Action 2 News 4pm	4-430p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	4:23 PM	MGTV091201H	\$285.00		1
42	WBAY	Action 2 News 5pm	5-530p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	5:10 PM	MGTV091201H	\$525.00		1
43	WBAY	Action 2 News 6pm	6-630p								
					09/12/16 to 09/18/16	1x	---1---				
	WBAY			Th	09/15/16	:30	6:25 PM	MGTV091201H	\$600.00		1
44	WBAY	GMA 7a	7-8a								

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Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
44	WBAY	GMA 7a	7-8a		09/12/16 to 09/18/16	2x	---2---				
	WBAY			Th	09/15/16	:30	7:28 AM	MGTV091201H	\$375.00		2
	WBAY			Th	09/15/16	:30	7:59 AM	MGTV091201H	\$375.00		1
45	WBAY	GMA 8a	8-9a		09/12/16 to 09/18/16	2x	---2---				
	WBAY			Th	09/15/16	:30	8:30 AM	MGTV091201H	\$270.00		2
	WBAY			Th	09/15/16	:30	8:55 AM	MGTV091201H	\$270.00		1
46	WBAY	Action 2 News 10pm	10-1035p		09/19/16 to 09/25/16	1x	-1-----				
	WBAY			Tu	09/20/16	:30	10:20 PM	MGTV091901H	\$800.00		1
47	WBAY	Jimmy Kimmel	1035-1136p		09/19/16 to 09/25/16	2x	-2-----				
	WBAY			Tu	09/20/16	:30	10:48 PM	MGTV091901H	\$200.00		2
	WBAY			Tu	09/20/16	:30	11:30 PM	MGTV091901H	\$200.00		1
48	WBAY	Nightline	1137p-1207a		09/19/16 to 09/25/16	2x	-2-----				
	WBAY			Tu	09/20/16	:30	11:38 PM	MGTV091901H	\$35.00		2
	WBAY			Tu	09/20/16	:30	12:04 AM	MGTV091901H	\$35.00		1
49	WBAY	Action 2 News 12n	12-1230p		09/19/16 to 09/25/16	1x	-1-----				
	WBAY			Tu	09/20/16	:30	12:11 PM	MGTV091901H	\$225.00		1
50	WBAY	Dr Phil	3-4p		09/19/16 to 09/25/16	1x	-1-----				
	WBAY			Tu	09/20/16	:30	3:09 PM	MGTV091901H	\$120.00		1
51	WBAY	Action 2 News 4pm	4-430p		09/19/16 to 09/25/16	1x	-1-----				
	WBAY			Tu	09/20/16	:30	4:22 PM	MGTV091901H	\$210.00		1
52	WBAY	Action 2 News 5pm	5-530p								

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Alt Order #	08367670
Deal #	
Order Flight	09/14/16 - 09/20/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Agency Code	9912521
Advertiser Code	94
Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
52	WBAY	Action 2 News 5pm	5-530p		09/19/16 to 09/25/16	1x	-1-----				
	WBAY			Tu	09/20/16	:30	5:16 PM	MGTV091901H	\$685.00		1
53	WBAY	Action 2 News 6pm	6-630p		09/19/16 to 09/25/16	1x	-1-----				
	WBAY			Tu	09/20/16	:30	6:17 PM	MGTV091901H	\$750.00		1
54	WBAY	GMA 7a	7-8a		09/19/16 to 09/25/16	2x	-2-----				
	WBAY			Tu	09/20/16	:30	7:28 AM	MGTV091901H	\$500.00		2
	WBAY			Tu	09/20/16	:30	7:58 AM	MGTV091901H	\$500.00		1
55	WBAY	GMA 8a	8-9a		09/19/16 to 09/25/16	2x	-2-----				
	WBAY			Tu	09/20/16	:30	8:44 AM	MGTV091901H	\$280.00		2
	WBAY			Tu	09/20/16	:30	8:59 AM	MGTV091901H	\$280.00		1
56	WBAY	Action 2 News 10pm	10-1035p		09/12/16 to 09/18/16	1x	--1----				
	WBAY			W	09/14/16	:30	10:12 PM	MGTV091201H	\$715.00		1
57	WBAY	Jimmy Kimmel	1035-1136p		09/12/16 to 09/18/16	1x	--1----				
	WBAY			W	09/14/16	:30	11:00 PM	MGTV091201H	\$250.00		1
58	WBAY	Nightline	1137p-1207a		09/12/16 to 09/18/16	2x	--2----				
	WBAY			W	09/14/16	:30	11:39 PM	MGTV091201H	\$35.00		1
	WBAY			W	09/14/16	:30	12:03 AM	MGTV091201H	\$35.00		2
59	WBAY	Action 2 News 12n	12-1230p		09/12/16 to 09/18/16	1x	--1----				
	WBAY			W	09/14/16	:30	12:25 PM	MGTV091201H	\$190.00		1
60	WBAY	Dr Phil	3-4p		09/12/16 to 09/18/16	1x	--1----				

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**Remit Address:**

**WBAY**  
**PO Box 743299**  
**Atlanta, GA 30384**  
**Main: (920) 432-3331**  
**Billing:**

**Billing Address:**

**Strategic Media Services**  
**Attention: Accounts Payable**  
**1911 North Fort Myer Drive**  
**Suite 400**  
**Arlington, VA 22209**  
**USA**

# INVOICE

Advertiser	POL/Gallagher for Wisconsin
Product	GALLAGHER FOR WISC
Estimate Number	1630

<b>Invoice #</b>	<b>931446-1</b>
Invoice Date	09/25/16
Invoice Month	September 2016
Invoice Period	08/29/16 - 09/20/16

Property	WBAY
Account Executive	HRP Philadelphia
Sales Office	HRP/Philadelphia
Sales Region	National

Order #	931446
Alt Order #	08367670
Deal #	
Order Flight	09/14/16 - 09/20/16

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

Agency Code	9912521
Advertiser Code	94
Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
60	WBAY	Dr Phil	3-4p								
	WBAY			W	09/14/16	:30	3:14 PM	MGTV091201H	\$190.00		1
61	WBAY	Action 2 News 4pm	4-430p								
				09/12/16 to 09/18/16	1x	--1----					
	WBAY			W	09/14/16	:30	4:18 PM	MGTV091201H	\$285.00		1
62	WBAY	Action 2 News 5pm	5-530p								
				09/12/16 to 09/18/16	1x	--1----					
	WBAY			W	09/14/16	:30	5:18 PM	MGTV091201H	\$525.00		1
63	WBAY	Action 2 News 6pm	6-630p								
				09/12/16 to 09/18/16	1x	--1----					
	WBAY			W	09/14/16	:30	6:19 PM	MGTV091201H	\$600.00		1
64	WBAY	GMA 7a	7-8a								
				09/12/16 to 09/18/16	2x	--2----					
	WBAY			W	09/14/16	:30	7:24 AM	MGTV091201H	\$375.00		2
	WBAY			W	09/14/16	:30	7:59 AM	MGTV091201H	\$375.00		1
65	WBAY	GMA 8a	8-9a								
				09/12/16 to 09/18/16	2x	--2----					
	WBAY			W	09/14/16	:30	8:28 AM	MGTV091201H	\$270.00		2
	WBAY			W	09/14/16	:30	8:54 AM	MGTV091201H	\$270.00		1
66	WBAY	Dr Phil	3-4p								
		makegood for dna 9/10 Sa 6p hl # 8362857									
				09/12/16 to 09/18/16	2x	---TF--					
	WBAY			Th	09/15/16	:30	3:47 PM	MGTV091201H	\$100.00		2
	WBAY			F	09/16/16	:30	3:11 PM	MGTV091201H	\$100.00		1
67	WBAY	America This Morning	4-430a								
		makegood for dna 9/10 Sa 6p hl # 8362857									
				09/12/16 to 09/18/16	1x	---TF--					
	WBAY			Th	09/15/16	:30	4:08 AM	MGTV091201H	\$15.00		1

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# INVOICE

Advertiser	POL/Gallagher for Wisconsin
Product	GALLAGHER FOR WISC
Estimate Number	1630

Property	WBAY
Account Executive	HRP Philadelphia
Sales Office	HRP/Philadelphia
Sales Region	National

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

<b>Invoice #</b>	<b>931446-1</b>
Invoice Date	09/25/16
Invoice Month	September 2016
Invoice Period	08/29/16 - 09/20/16

Order #	931446
Alt Order #	08367670
Deal #	
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Agency Code	9912521
Advertiser Code	94
Product 1/2	121

Agency Ref	IN13871/SP2622/AL1146
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
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Aired Spots                      **86**

<u>Gross Total</u>	<b>\$27,770.00</b>	
<u>Agency Commission</u>	<b>\$4,165.50</b>	
<u>Net Amount Due</u>	<b>\$23,604.50</b>	<b><u>Payment Terms 30 Days</u></b>

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